

**MASTER
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Author:

Agnew, Hugh Elmer

Title:

Books on advertising

Place:

[New York]

Date:

[1930]

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MASTER NEGATIVE #

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BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

BUSINESS
250
AAG6 Agnew, Hugh Elmer, 1876- *comp.*
... Books on advertising, business & commercial English,
marketing, retailing, including chain stores, salesmanship, sales
management, comp. by Hugh E. Agnew ... and, Florence H. M.
Anderson ... New York, National association of teachers of
marketing and advertising, 1930.
^{23, p. 274.}
Supplement ... 1931. 5 num. 1. 28 cm.
1. Advertising—Bibliography. 2. Marketing—Bibliography. 3. Com-
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teachers of marketing and advertising, New York. II. Anderson, Flor-
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21

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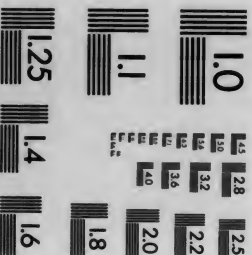
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PM-MGP 13"x18"
METRIC GENERAL PURPOSE TARGET
PHOTOGRAPHIC



PRECISIONSM RESOLUTION TARGETS



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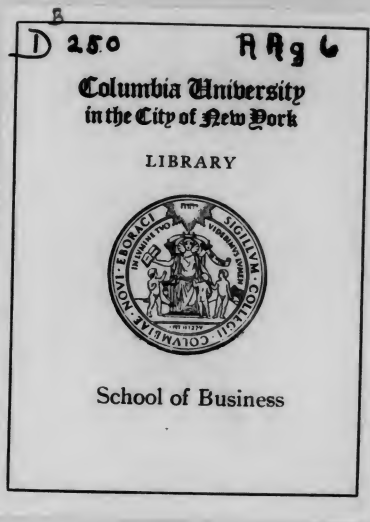


Agnew
and
Anderson

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Books
on
Advertising
Business
and
Commercial
English
Marketing
Retailing
...
Salesmanship
Sales management.

Agnew

250



Published by
NATIONAL ASSOCIATION OF
TEACHERS OF MARKETING
AND ADVERTISING

Books on

Advertising
Business & Com-
mercial English
Marketing
Retailing, *including*
Chain Stores
Salesmanship
Sales Management

Compiled by

Hugh E. Agnew, B.A., M.Pd.
Florence H.M. Anderson B.C.S.

Copyright, 1930
Price, \$1.

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FOREWORD

The following list of books has been compiled for the convenience of members of the National Association of Teachers of Marketing and Advertising. It has been made as inclusive as the material available permitted. It includes books privately printed as well as those issued by publishers.

Many of the titles are now out of print, but it has been impossible with any degree of exactness to determine just which books are available and which are not. Consequently, no attempt has been made to differentiate.

Where the information was available, the author, title, price, date of publication and publisher has been given. Where there is no date given, it may be assumed that the book was printed within the last three years. There will be a few exceptions to this, but they are not numerous.

Sources of information have come directly from the publishers, the United States Catalogue, various published bibliographies, and from the book list of the Department of Marketing of the School of Commerce of New York University.

A number of books are listed which were in press at the time the compilation was made. They will probably be available at the time this list is printed.

Doubtless there have been oversights, and notice of corrections and additions will be gladly received. Also, sufficient space has been left so that new books may be added at the convenience of those who use the list. The present plan is to issue a printed sheet of new books each year. This can be clipped and titles pasted in under the various headings.

The customary forms of abbreviations used in library lists have been used in so far as possible.

H. E. A.
F. H. M. A.

ADVERTISING

- Adams, H. F.: Advertising and its mental laws. \$2.40. '16. Macmillan.
- Aesop Glim advertising fundamentalist: \$4. '30. Prentice-Hall.
- Agnew, H. E.: Co-operative advertising by competitors. \$4. '26. Harper.
- Three hundred trade-marks that stand out. 50c. '23. Periodical Pub. Assoc.
- Agnew, H. E. and Hotchkiss, G. B.: Advertising principles. \$2. rev. '30. Alex. Hamilton Inst.
- Allen, F. J.: Advertising as a vocation. \$2. '24. Macmillan.
- American association of advertising agencies.—Papers. 1926. \$3. '27. Ronald.
- American press association: Country newspapers of America (semi-annual). pa gratis. The Association. 225 West 39th St., New York.
- Art directors club of New York: Fifth annual of advertising art. bds \$6. '26. Book Service Company, 15 East 40th St., New York.
- Aspley, J. C.: What a salesman should know about advertising. 4th ed. bds \$1.10; lea \$1.60. Dartnell Corp.
- Associated advertising clubs of the world: Advertising year book (annual). \$2. Doubleday.
- Audit Bureau of Circulation: Scientific space buying. '21. A. B. C.
- Aughinbaugh, W. E.: Advertising for trade in Latin America. \$3. '22. Century.
- Ayer, N. W. and Son: Advertising mediums and campaigns. \$4.50. Int. Textbook.
- Aymer, Gordon: An introduction to advertising illustration. \$4. Harper.
- Azoy, A. C. M., Jr.: A primer of advertising. \$3. '30 Harper.
- Benson, C. E. and Lucas, D. B.: Psychology for advertisers. \$3.50. '30. Harper.
- Bent, S.: Ballyhoo. \$3. '27. Boni & Liveright.
- Bernays, E. L.: Propaganda. Boni & Liveright.
- Blanchard, F. L.: Essentials of advertising. \$3. '21. McGraw.
- Borden, Neil H.: Problems in advertising. \$5. McGraw.
- Bowman, N. B.: Advertising simplified. \$1.50. '27. The author, Land Title building, Philadelphia; Birnbaum-Jackson Co., 821 Cherry St., Philadelphia, Pa.
- Brandt, E. R.: Memory value of advertisements with special reference to the use of color. \$1.25. '25. Archives of psychology.
- Brewster, A. J.: Introduction to retail advertising. \$5. '26. Shaw, A. W.
- Brewster, A. J. and Palmer, H. H.: Introduction to advertising. \$3. McGraw.
- Bridgewater, H.: Advertising. 60c. '10. Pitman.
- Brown, D. L.: Export advertising. \$4. '23. Ronald.
- Bull, A. E.: Business man's guide to advertising. \$1. '22. Pitman.
- Burdick, R. L.: Advertising to retailers. \$3.50. '23. Ronald.
- Calikins, E. E.: Advertising man. \$1.25. '22. Scribner.
- Business of advertising. \$3. '15. Appleton.
- Trends, fads and fashions in copy. '27. American Association of Advertising Agencies.
- Casey, H. A.: How to sell newspaper advertising. pa \$1. '27. The author, 250 Park Ave., New York City.
- Casson, H. N.: Ads and sales. \$2. '11. McClurg.
- Chamberlain, J. E.: The Boston Transcript, the story of its first hundred years. Riverside Press.
- Chapman, C.: The law on advertising. \$7.50. Harper.
- Cherington, Paul T.: Advertising as a business force. \$2. '13. Doubleday.
- Advertising book, 1916. \$2. '16. Doubleday.
- Cherington, Paul T. and Resor, Stanley: The consumer looks at advertising. \$2.50. Harper.
- Chicago Tribune: Wordings a want ad to make it pay. Gratis. The Tribune.
- Cleveland, N.: Agency association progress in the United States. pa '24. Am. Assn. of advertising agencies, 247 Park Ave., New York.
- Cody, S.: How to deal with human nature in business. \$2. '15. Funk.
- Barton, H. A.: How to write advertising. \$2.50. '25. Lippincott.
- Barton, L. M.: Study of all American markets. \$10. '27. 100,000 group of Am. cities, 19 S. LaSalle St., Chicago.
- Study of 81 principal American markets. \$10. '25. 100,000 group of Am. cities, 19 S. LaSalle St., Chicago.
- Bastien, A. and Freshwater, C. J.: Dictionary of advertising and printing (in press). Pitman.
- Bearsley, W. W.: Circular advertising department. \$1.25. '24. Ronald.

March 6, 1931 DA/Hic

- Copeland, M. T.: Principles of merchandising. \$5. '24. Shaw, A. W.
—Problems in marketing. '23. Shaw, A. W.
Cover, J. H.: Advertising. \$3. '26. Appleton.
Crum, W. L.: Advertising fluctuations. buck \$7.50. '27. Shaw, A. W.

Dartnell Corporation: Dartnell advertiser guide and advertising year book (annual). \$5. Dartnell Corporation.
Dean, A. W.: Modern publicity. 75c. '21. Pitman.
Deland, L. F.: Imagination in business. rev. and enl. \$1. '09. Harper.

- Derrick, P. E.: How to reduce selling costs. \$2. '19. Doubleday.
Dippy, A. W.: Advertising production methods. \$4. McGraw.
Donovan, H. M. and Mitchell, G.: Advertising response. \$2. '24. Lippincott.
Doubman, J. R.: Analysis of display advertising in Philadelphia newspapers to determine its expressed truth or falsity. '26. University of Pennsylvania.
Dry goods economist (periodical): Yearbook of advertising ideas and selling plans. \$2.50. '24. Textile Pub. Co.
Dunlap, O. E.: Advertising by radio. \$4. '29. Ronald.
Dunn, A.: Scientific selling and advertising. New ed. \$3. '22. Harper.
Durham, Richard F.: Financial advertising in 1929. Bankers Pub. Co.
Durstine, R. S.: Making advertisements and making them pay. \$3. '20. Scribner.
Dwiggins, W. A.: Layout in advertising. \$7.50. Harper.

- Ellison, C. and others: Retail advertising: \$5. Int. Textbook.

- Farrar, Fred M.: Fred Farrar's type book. \$5. Harper.
○ Farrar, G. P.: How advertisements are built. \$3.50. '25. Appleton.
—Typography of advertisements that pay. \$3. '17. Appleton.
Farrar, G. P. and Ireland, H. J.: Retail advertising. \$4. Int. Textbook.
○ Farrington, F.: Retail advertising complete. \$1.50. Byxbee Pub. Co.
Farwell, J. E. and Long, J. D.: Fundamentals of financial advertising. \$4. Harper.
○ Fischer, A. T.: Window and store display. \$2. '21. Doubleday.
Foster and Kleiser company: Pacific coast as a market for commodities, and the outdoor advertising facilities available in this territory. Gratis. '26. The company, 1 Park Ave., New York.
Fox, I. P.: One thousand ways and schemes to attract trade. 4th ed. bds \$1.50. '21. Spatula.
Franken, R. B.: Attention-Value of newspaper advertisements. \$1. '25. Assn. of Natl. Advertisers, Inc., 17 West 46th St., New York.
○ Franken, R. B. and Hotchkiss, G. B.: The measurement of advertising effects. \$4. Harper.
Franken, R. B. and Larrabee, C. B.: Packages that sell. \$5. Harper.
Frederick, Christine: Selling Mrs. Consumer. Business Bourse.
Frederick, J. G.: Masters of advertising copy. 2d ed. bds \$5. '26. Frank-Maurice.
Freer, C. C.: Inner side of advertising. \$5. '21. Van Nostrand.
○ French, G.: How to advertise. \$2. '17. Doubleday.
—Planned advertising. pa. '27. C. W. Hoyt Co., Inc., 11 E. 36th St., New York.
—Twentieth century advertising. \$6. '26. Van Nostrand.
Freshwater, C. J. and Bastien, Alfred: Dictionary of advertising and printing (in press). Pitman.

- Gauss, C. A., and Wightman, L. I.: Sales and advertising. 2v. \$5.25. '22. Am. Techn. Soc.
Gifford, W. C.: Real estate advertising. \$3.50. Macmillan.
Goode, K. M.: How to turn people into gold. \$3.50. Harper.
Goode, K. M. and Powell, H.: What about advertising. \$3.50. Harper.
Gray, W. and Monroe, R.: Reading habits of adults. Macmillan.

- Greer, C. R.: Buckeye book of direct advertising. bds \$3; to schools \$1; to printers, agencies and managers gratis. '26. Beckett Paper Co., Hamilton, Ohio.
Groesbeck, H. L., Jr.: A photo-engraver's letters to his son. \$4. Harper.
Guide to advertising: First sales-aid to the advertising field, 1926. \$5. '26. Hill and Co., Inc., 21 E. Van Buren St., Chicago, Ill.
Gundlach, E. T.: Old Sox on trumpeting. \$2. '27. Consolidated bk. pub., inc., 2244 Grove St., Chicago, Ill.

- Haase, A. E. and Keeler, F. Y.: The advertising agency. \$6. Harper.
○ Hall, S. R.: Advertising handbook. \$5. '21. McGraw.
—Getting ahead in advertising and selling with Hall library. Gratis. '26. McGraw.
—Retail advertising and selling. \$5. '24. McGraw.
—Theory and practice of advertising. \$5. '26. McGraw.
—Writing an advertisement. \$2.25; school ed. \$2. '15. Houghton.
Hall, S. R. and others: Advertising. \$6. Int. Textbook.
—Fundamentals of advertising. \$4. Int. Textbook.
—Preparation and handling of advertising. \$5. Int. Textbook.
Handy ads company: Advertising helps for the retailer. \$2. '25. The company, Newton, Kansas.
○ Hartley, E. W. and Rosenberg, M.: The art of advertising. \$5. Harper.
Harvard Advertising Awards, 1924-28. \$2.50. McGraw.
Heller, W. S. and Brown, W.: Memory and association in the case of street-car advertising cards. 10c. '16. Univ. of Cal.
Herrold, L. D.: Advertising copy. buck \$5. '26. Shaw, A. W.
—Advertising for the retailer. \$5. '23. Appleton.
Hess, H. W.: Productive advertising. \$3.50. '15. Lippincott.
Higham, C. F.: Advertising, its use and abuse. \$1. '25. Holt.
Higley, M.: Women in advertising in New York agencies. pa 35c. '25. Y. W. C. A.
○ Hollingworth, H. L.: Advertising and selling. \$3. '13. Appleton.
Holt, H.: Commercialism and journalism. \$1. '09. Univ. of Cal.
Hopkins, Claude C.: My life in advertising. \$3. Harper.
—Scientific advertising. '23. Lord and Thomas.
Hotchkin, W. R.: Making more money in advertising. \$3. '26. The author, 56 Warren Pl., Montclair, N. J.
Hotchkiss, G. B.: Advertising copy. \$3.50. '24. Harper.
—Newspaper reading habits of advertising executives in New York. '26. Assoc. of Nat'l Advertisers.

- Hotchkiss, G. B. and Franken, R. B.: Leadership of advertised brands. \$2. '23. Doubleday.
○ —Measurement of advertising effects. \$4. '27. Harper.
—Newspaper reading habits of college students. '20. Assoc. of Nat'l Advertisers.
—Attention value of advertisements. 50c. '20. N. Y. U. Bureau of Business Research.
Hotchkiss, G. B. and Agnew, H. E.: Advertising principles. \$2. rev. '30. Alex. Hamilton Inst.
Hubbart, G. R.: Thirty practical lessons in advertising and selling. pa \$1. '21. Scientific bk. corp.
Hubbart, G. R. and others: Advertising ideas and selling plans. bds \$3. '24. Textile pub. co.
○ Hunt, Robert: The advertising parade. \$7.50. Harper.
Hurlock, E. B.: The psychology of dress. Ronald.

International correspondence schools: Advertiser's handbook. 2d ed. \$1. Int. Textbook.
—Business man's handbook. 3rd ed. \$1. '29. Int. Textbook.

- Kaufman, H.: Clock that had no hands. \$1.25. '12. Doran.
Keeler, F. Y. and Haase, A. E.: The advertising agency. \$6. Harper.
Kendall, F. C.: New American tempo. Gratis. '27. Advertising and Selling, 9 E. 38th St., New York City.
King, C.: Manual for the study of the psychology of advertising and selling. \$1. Lippincott.
Kitson, H. D.: Scientific advertising. \$2. '26. Codex book co.
○ Kleppner, Otto: Advertising procedure. \$5. '25. Prentice-Hall.
Knight, S. W.: Knight method of effective advertising. buck \$10. '25. The author, c/o Charles W. Burbank and Company, Worcester, Mass.

Larned, W. L.: Illustration in advertising. \$5. '25. McGraw.
 Larrabee, C. B. and Franken, R. B.: Packages that sell. \$5. Harper.
 Lemos, P. J. and J. T.: Art simplified. \$4.25. Zaner-Bloser.
 Levy, J. M.: Experiments on attention and memory. 40c. '16. Univ. of Cal.
 Lewis, N.: How to become an advertising man. \$2.50. '27. Ronald.
 —Samples, Demonstrations and Packaging. \$4.50. '28. Ronald.
 Lichtenberg, B.: Advertising campaigns. \$2. rev. '30. Alex. Hamilton Inst.
 Lippincott, W.: Outdoor advertising. \$5. '23. McGraw.
 Lockley, L. C.: Direct mail advertising for life insurance. pa '26. Pacific Mutual Life Insurance Co., 501 W. 6th St., Los Angeles, Cal.
 Lockwood, R. B.: Industrial advertising copy. \$3. McGraw.
 Long, J. C.: Public relations. \$3. '24. McGraw.
 Long, John D. and Farwell, J. E.: Fundamentals of financial advertising. \$4. Harper.
 Lownds, W. G. and others: Advertising and selling digest. \$4. '26. Advertising Club of New York, 23 Park Ave., New York.
 Lucas, D. B. and Benson, C. E.: Psychology for advertisers. \$3.50. '30. Harper.
 Lucklesh, M.: Light and color in advertising and merchandising. \$3. '23. Van Nostrand.

Macmanus, T. F.: Sword-arm of business. \$2.25. '27. Devin-Adair.
 McBride, B. and Parrish, Amos: Advertising. \$3. '30. Alex. Hamilton Inst.
 Mahin, J. L.: Advertising. rev. ed. \$2. '19. Doubleday.
 Manly, J. M. and Powell, J. A.: Better advertising. \$1. '21. Drake.
 Mellen associates, ed.: How Musa-shiya the shirtmaker broke into print. 3rd ed. pa 25c. '27. Mellen associates, Honolulu, Hawaii.
 Metropolitan Life Insurance Company. Policyholders' service bureau. Advertising manager, pa gratis. '27. The company.
 —Cooperative advertising. '26. The company.
 —Merchandising service by newspapers. '26. The company.
 Metzger, G. P.: Copy. \$2. '26. Doubleday.
 Miller, C. E.: How to write advertisements. '24. Hutchinson & Co.

Missouri University, School of Journalism: Advertising and publicity. pa '25. The University.
 Modern advertising. 2 v per set \$17.50. '26. Pitman.
 Mooney, J. D. and Sloan, Clifford A.: Advertising the technical product. \$5. McGraw.
 Moore, W. C.: Profitable advertising. \$1. The author, Lafayette Building, Phila., Pa.
 Moriarty, W. D.: Economics of marketing and advertising. \$3.50. '23. Harper.
 Mowry, D. E.: Community advertising. \$4.25. '25. Cantwell Press, 121 S. Pinckney St., Madison, Wis.

Namm, B. H.: Advertising the retail store. 2d ed. rev. \$2.50. '26. Scientific bk. corp.
 Nesbit, W. D.: First principles of advertising. \$1.50; school ed. \$1.22. Gregg.
 New York Times: Advertising department type book. 4th ed. \$1. '26.
 New York University: (Graduate school of business administration. Bureau of Business Research). Mortality among magazine advertisers. pa \$1. '23. New York University Bookstore, Washington Sq. E., N. Y. City.
 Newcomb, J. F. and company: Third ingredient in selling. Gratis. '26. The Company, 370 Seventh Ave., N. Y.
 Nixon, H. K.: Attention and interest in advertising. \$1.25. '24. Archives of psychology.
 —Attention to advertisements. pa \$1. '26. Columbia University Press.
 —Investigation of attention to advertisements. pa \$1. '26. Columbia University Press.
 —1000 advertising ideas and selling plans. \$2.50. Textile pub. co.

Opdyke, J. B.: Language of advertising. \$3.50. '25. Pitman.
 Osborn, A. F.: Short course in advertising. \$3. '21. Scribner.
 Oswald, J. C.: How to buy printing profitably. '27. Employing Printers' Assoc.
 Outdoor Advertising Association of America: Manual. (Members only.) '26. The Association, W. W. Bell, Secy., 207 S. Green St., Chicago, Ill.

Palmer, H. H. and Brewster, A. J.: Introduction to advertising. \$3. McGraw.
 Pancost, C. L.: Trail blazers of advertising. \$3.50. '26. Hitchcock.
 Parrish, Amos, and McBride, Burt: Advertising. \$3. '30. Alex. Hamilton Inst.
 Parsons, F. A.: Art appeal in display advertising. \$6. '21. Harper.
 —Principles of advertising arrangement. '12. Prang Co.
 Percy, Carl: Window display advertising. '28. John Day.
 Phelps, George H.: Tomorrow's advertising. \$3.50. Harper.
 Phillips, F. N.: Type faces. '29. Frederick Nelson Phillips, Inc.
 Picken, J. H.: Advertising. (In manuals of business management. Vol. 6.) 10v buck set, \$24. '27. Shaw, A. W.
 —Principles of selling by mail. \$6. '27. Shaw, A. W.
 —Principles of window display. \$3. McGraw.
 Pittsford, B. C.: Pittsford's manual for advertisers. bds \$2.50. '24. For sale by Baker and Taylor.
 Poffenberger, A. T.: Psychology in advertising. \$5. '25. Shaw, A. W.
 Powell, Harford and Goode, K. M.: What about advertising. \$3.50. Harper.
 Praigg, N. T. ed.: Advertising and selling. \$2. '23. Doubleday.
 Presbrey, Frank: History and development of advertising. \$7.50. '29. Doubleday.
 Propson, C. F.: Export advertising practice. \$4. '23. Prentice-Hall.
 Pyle, M.: Advertising—a field for women. pa 25c. '23. Bureau of occupation, 311 S. Juniper St., Phila., Pa.

Ramsay, R. E.: Effective direct advertising. \$5. '21. Appleton.
 —Effective house organs. \$3.50. '20. Appleton.
 Raymond, C. H.: Modern business writing. \$2.40. '21. Century.
 Resor, Stanley and Cherington, Paul T.: The consumer looks at advertising. \$2.50. Harper.
 Rittenberg, M.: Effective postal publicity. \$2.25. Pitman.
 Rodenberg, Julius and Simon, Oliver: Printing of today. \$8.50. Harper.
 Rogers, J.: Building newspaper advertising. \$10. '19. Harper.
 Ronald Press: Papers of the American Association of Advertising Agencies. \$3. '27.
 Rosenberg, Manuel and Hartley, Walker: The art of advertising. \$5. Harper.
 Rowell, G. P.: Forty years an advertising agent. '06. Printers' Ink Publishing Co.
 Rowse, E. J. and Fish, L. J.: Fundamentals of advertising. \$1.50. '26. Southwestern Pub.
 Russel, G.: Nuntius. \$1. '26. Dutton.
 Ruxton, Robert: Advertising copy—how to make it pull. \$3.75. '30. Dartnell.

Safley, J. C.: The country newspaper and its operation. D. Appleton.
 Sammons, W.: Making more out of advertising. '19. Shaw, A. W.
 Sampson, E.: Advertise. \$1.60. '18. Heath.
 Sampson, J. W.: Profitable mail persuasion. \$5. '26. Park Row Pub. Co., c/o E. W. Fowler Company, 3 Park Row, New York City.
 Schulze, E. H. and others: Methods of advertising. \$4.50. Int. Textbook.
 Scientific space selection: '21. Audit Bureau of Circulations.
 Scott, W. D.: Influencing men in business. 2d ed. \$1.25. '16. Ronald.
 —Psychology of advertising in theory and practice. rev. ed. \$3.50. Dodd.
 —Theory and Practice of Advertising. '03. Small.
 —Psychology of Advertising. '08. Small.
 Selling and advertising library, 12v subs. only buck \$35. Appleton.
 Sheldon, G. H.: Advertising—elements and principles. \$5; textbook ed. \$3.75. '25. Harcourt.
 Sherbow, B.: Making type work. \$1.75. '16. Century.
 Shively, H. H.: Survey of retail clothing advertising. pa gratis. '24. Ohio State Univ.
 Siegfried, L. B.: Typographic design in advertising. '30. United Typothetae of America.
 Simon, Oliver and Rodenberg, Julius: Printing of today. \$8.50. Harper.

Sinsheimer, Allen: Retail advertising of men's and boys' wear. \$3.50. Harper.
 Sloan, C. A. and Mooney, J. D.: Advertising the technical product. \$5. '20. McGraw.
 Snow, A. J.: Psychology in business relations. buck \$5. '25. Shaw, A. W.
 Starch, D.: Advertising. \$1.50. '13. Scott.
 —Principles of advertising. \$6. McGraw.
 —Advertising principles. \$4. McGraw.
 Stevenson, C. F.: Motion pictures in advertising and selling. Visugraphic Pictures.
 Strong, E. K.: Psychology of selling and advertising. \$4. '25. McGraw.
 —Relative merit of advertisements. \$1. Archives of psychology.
 Stuart, E. H.: Utilizing the by-product of a printing business. Lea'tte \$2.50. '26. E. H. Stuart, Inc., 442 First Avenue, Pittsburgh, Pa.
 Surrey, Richard: Layout technique in advertising. \$4. McGraw.
 Swetland, H. M.: ed. Industrial publishing. \$3. Scientific Book Corp.

Tregurtha, C. M. and Fringe, J. W.: Craft of silent salesmanship. \$1.50. '16. Pitman.
 Trezise, F. J.: Typography of advertisements. \$2.25. '21. Inland Printer Co.

Vaile, R. S. L.: Economics of advertising. \$3. '27. Ronald.

Wallace, C. E.: Commercial art. McGraw.
 Warren, S. D. and company: More business through booklets. pa. The Company, 101 Milk St., Boston, Mass.
 —More business through broadsides and folders. pa. The Company.
 —More business through envelope enclosures. pa. The Company.
 —More business through illustrated business and return cards. pa. The Company.
 —More business through mailing cards. The Company.
 —More business through package inserts. The Company.
 White, P.: Advertising research. \$6. '27. Appleton.
 Wilder, R. H. and Buell, K. L.: Publicity. \$2.75. '23. Ronald.
 Woman's world magazine company: Woman's world country hand book on national distribution. \$10. '23. The company, 107 S. Clinton St., Chicago, Ill.
 Woodcock, B. C.: Textbook of advertisement writing and designing. \$5. Dutton.
 Woolf, J. D.: Writing advertising. \$3.50. '26. Ronald.

Taft, W. N.: The handbook of window display. \$5. McGraw.
 Thompson, J. Walter, company: Population and its distribution. ed. lea'tte \$7.50. '26. The company, 244 Madison Ave., New York City.
 Tipper, H.: New business. \$2. '14. Doubleday.
 —Psychology in advertising. '20. Society of Applied Psychology.
 Tipper, H. and French, G.: Advertising campaigns. \$4. '24. Van Nostrand.
 Tipper, H. and others: Principles of advertising. 2 ed. rev. and enl. \$4.50. '25. Ronald.
 Toulmin, H. A.: Trade-mark profits and protection. \$4. Van Nostrand.

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Althouse, C. O.: Business letters. 50c. '18. Penn.
 Altmaier, C. L.: Commercial correspondence and postal information, new and rev. ed. \$1.20. '13. Macmillan.
 —Business communication. \$1.80. '30. Macmillan.
 American management association: Initial survey of the present status of business correspondence. 20c. The association.
 American school of correspondence: Business English and correspondence. \$1.50. '14. Am. tech. soc.
 Aspley, J. C.: Salesman's correspondence manual. 5th rev. ed. bds \$1.10; ea \$1.60. '26. Darnell corp.
 Aurner, R. and Gardner, E. H.: Effective business letters. \$3. '28. Ronald.

Brown, H. S.: Sixty units in business English. \$1. '23. Gregg.
 Buck, C. E.: Business letter-writer's manual. \$3. '24. Doran.
 Buhlig, R. A.: Business English. rev. and enl. ed. \$1.48. '21. Heath.
 —First year English. \$1.24. '17. Heath.
 Burd, H. B. and Miller, C. J.: Business letters (in press). McGraw.
 Business English. \$1.25; to school teachers 80c. Universal Textbook Co.
 Business-letter writer. 35c. Warne; 30c. Wehman Bros.; 10c. Ogilvie.
 Business letters of force and power. 75c. Winston.
 Butler, R. S. and Burd, H. A.: Commercial correspondence. \$2.50. (19 Int. Textbook Co.)

Babenroth, A. C.: Modern business English. \$3. '25. Prentice-Hall.
 —Readings in modern business literature. \$2.50. '28. Prentice-Hall.
 Baker, J.: Correct business letter writing and business English. \$1.50. '11. Correct English pub. co.
 Baker, R. P.: The preparation of reports. \$3.50. '23. Ronald.
 Banks, E.: Putnam's correspondence handbook. 2d ed. \$1.90. '14. Putnam.
 Barnes, N. W.: How to teach business correspondence. '16. Shaw, A. W.
 Barnes, N. W. and Grinstead, L. H.: Principles of business correspondence. buck \$5. Shaw, A. W.
 Bartholomew, W. E. and Hurlburt, F.: Business man's English, spoken and written. \$1.40. '20. Macmillan.
 Belding, A. G.: Business correspondence and procedure. \$1.40. '22. Ronald.
 —Commercial correspondence. 80c. '05. Am. bk.
 Blattner, K.: Englisch fuer Kaufleute. \$1.50. '24. Stechert.
 Bolger, E. A. and others: Business letters for dictation. \$1.20. '24. Pitman.
 Bonney, L. E. and Cole, C. P.: Handbook for business letter writers. \$1. textbook ed. 80c. '22. Harcourt.
 Boston Chamber of Commerce: Bureau of commercial and industrial affairs. Practical experience in modern business correspondence. \$1. The chamber of commerce.
 Botelho, F. M.: Export literature. pa \$1. Am. writers' press, Wayne, Pa.
 Brooks, M. F.: Project problems in Opdycke's—The English of Commerce. pa. 35c. '21. Scribner.
 Brown, C. W.: Business letter writer and social forms. 30c. Drake, F. J.

Campbell, H. J. and Vass, B. L.: Essentials of business English. \$1. '26. Bus. Eng. Pub. Co., Jackson, Mich.
 Candee, A. M.: Business letter writing. \$3; teachers' handbook pa. 25c. Gregg.
 Carpenter, H.: Correspondence commerciale anglaise. \$1. Stechert.
 —Correspondencia commercial inglesa. \$1. Stechert.
 Case, C. B.: Business letters and how to write them. pa. 40c. Shrewsbury.
 Chevob-Maurice, W.: English commercial correspondence for home and abroad. \$1. Stechert.
 Clapp, J. M.: Talking business. \$4. Ronald.
 Cody, S.: How to deal with human nature in business. \$2. '15. Funk.
 Cole, C. P.: Exercises to accompany the handbook for business letter writers. 44c. Harcourt.
 Commercial correspondence and commercial English. \$1. '28. Pitman.
 Cook, L. B.: Project book in business English. \$1.28. '20. Holt.
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 Cramp, H.: Letter writing, business and social. \$1. '14. Winston.

Craver, E. H.: Pitman's dictation instructor. \$1. '16. Pitman.

Davis, R. and Lingham, C. H.: Business English and correspondence. rev. ed. \$1.48. '21. Ginn.
—Business letter-writing. \$1.40. '25. Ginn.
Davison, Ad-Man: The master letter writer. \$5. '30. Harper.
Deffendall, P. H.: Actual business correspondence. \$1.20. '23. Macmillan.
—Actual business English and correspondence. Trade ed 2v in 1. \$2.25. '25. Macmillan.
—Letterheads for correspondence. pa 44c. '24. Macmillan.
Dick, W. B.: Commercial letter writer. bds. 60c. Fitzgerald pub. corp.
Dolch, E. W.: Manual of business letter writing. \$2.50. '22. Ronald.
Dublin, R. M.: Collection letters. \$1.25. '24. Ronald.
—Credit letters. \$1.25. '24. Ronald.
Duncan, P. G. and Musselman, T. E.: Musselman's business English. 75c. '15. Musselman.
Dwyer, E. I.: Business letter. \$2; students' ed. \$1.28. '14. Houghton.

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English mercantile correspondence. \$1. Pitman.

Fish, L. J. and D'Arsene, A.: French commercial correspondence. \$1.20. Macmillan.
Fitting, R. U.: Report writing. \$2. '24. Ronald.
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Fottler, Marion G.: How to write a business letter. \$2.75. '29. Ronald.
French, J. C. and Uhler, J. E.: English in business. \$2. '25. McGraw.

Gardner, E. H.: Constructive dictation; with or without shorthand vocabulary. '18. Gregg.
—Effective business letters. \$2. '15. Ronald.
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Gaum, C. G. and Graves, H. F.: Report writing. \$3.50. '29. Prentice-Hall.
Graham, J. and Oliver, G. A. S.: Foreign traders' correspondence handbook. \$1.35. '05. Macmillan.
Greenwood, W. J.: Business letter phrases and paragraphs. \$3.50. '27. Business bk. pub. co., 9501-117th St., Richmond Hill, N. Y.
Grocer's letter writer. \$1. Byxbee pub. co.
Grout, E. H.: Commerce and correspondence. \$1.50. '24. Pitman.

Hagar, H. A.: Applied business English. \$1. '24. Gregg.
—Applied business English exercises. rev. ed. pa 40c. key 25c. Gregg.
Hall, S. R.: Business writing. \$2.50. '24. McGraw.
—Handbook of business correspondence. \$5. '23. McGraw.
Hall library of practical business writing. 4v subs. only. \$11. McGraw.
Hammond, H. W. and Herzberg, M. J.: Stylebook of business English; for high schools, business courses, regents' and teachers' examinations, etc. 8th rev. ed. \$1.15. '24. Pitman.
Hatfield, W. W.: Business English projects. \$1.20. '21. Macmillan.
Herrick, C. A.: English readings for commercial classes. \$1.20. Macmillan.
Herzberg, Max I.: New style book of business English. \$1.75. '28. Pitman.
Hickox, W. E.: Correspondent's manual for stenographers, typewriter operators and clerks. rev. and enl. ed. 75c. '09. Lothrop.
Holzinger, M. S.: Fundamentals of business English. \$1.28. '22. World bk.
Hossfeld, C.: Polyglot correspondent. new ed. \$1.60. Reilly, P.
Hotchkiss, G. B. and Drew, C. A.: Business English. \$1.20. '16. Am. bk.
Hotchkiss, G. B. and Kilduff, E. J.: Handbook of business English, rev. ed. \$1.30. '20. Harper.

International correspondence schools: Stenographer's and correspondents' handbook. \$1. '21. Int. Textbook Co.

Kearney, P. W.: Business letters made easy. \$1. '23. Clode.
Kilduff, E. J.: Business English problems. \$1.10. Harper.
Kimball, G. S.: Business English. 70c. '11. Bobbs.
Kimble, E. J.: Commercial, industrial and technical vocabularies for stenographers. \$3. Gregg.
—Vocational vocabularies for stenographers and court reporters. 2d ed. rev. and enl. \$3. '22. E. J. Kimble Co., 262 Myrtle St., San Francisco.

Law, F. H.: English for immediate use (rev. ed.). \$1.44. '24. Scribners.
Lawrence, H. C.: Cash discount piracy. \$2. '19. Consolidated pub. co.
—Making him pay. \$2. '08. Consolidated pub. co.
—Turning him down. 2d ed. rev. \$2. '07. Consolidated pub. co.
Leffingwell, W. H.: Automatic letterwriter and dictation system. buck \$5. '18. Shaw, A. W.
Lewis, E. H.: Business English. \$2.50. La Salle university press, 4050 S. Michigan Ave., Chicago, Ill.
Lingham, C. H. and Davis, R.: Business letter-writing. \$1.40. Ginn.
—Business English and correspondence. \$1.40. Ginn.
Lockley, A. C.: Making letters build business. \$1. '25. First National Bank of Los Angeles, 707 S. Spring St., Los Angeles.
Lockley, L. C.: (Makin) Principles of effective letter writing. \$3. '27. McGraw.
Lowe, P. E.: Progressive business letter writer and manual of commercial forms. \$1.50. '12. Saalfeld.
Luin, C. P.: Anglo-Chinese commercial conversation and classified phrases. \$4. '26. Lop Quain Co., 52 Bowery, New York.

M'Cool, T. H.: Twentieth century business letters and forms. 75c. McKay.
McDaniels, W. D. and Wilson, La V. A.: Letter writing for the business builder. Apply for price. '20. Ellis pub. co.
Manly, J. M. and Powell, J. A.: Better business letters. \$1. '21. Drake, F. J.
Marcoux, H. L. in collaboration with Bates, C. A.: Business correspondence. \$2. '30. Alex Hamilton Inst.
—Business correspondence. \$2.50. Van Nostrand.

Mason, W. L.: Practical business English. \$2. '25. Pitman.
Miles, D. H.: English in business. \$1.50. '20. Ronald.
Miller, W. C.: Better correspondence. \$3. '25. Miller Pub. Co., El Paso, Texas.
Munson, J. E.: Good business letters. 40c. Lyons & Carnahan.

Naether, C. A.: Business letter. \$3. '23. Appleton.
—Problems in business correspondence. \$2. '27. McGraw.
Naether, C. A. and Richardson, G. F.: A course in English for engineers. Vol. I. \$2.60; Vol. II. \$3. '30. Ginn.
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Parker, W. C.: Modern business letter writer. 25c. '12. Ottenheimer.
Perry, S.: Making letters talk business. 2d ed. \$1.50. '24. Am. Rolling Mill Co., Middletown, O.
Perry S. and Swenson, E. M.: Correspondence manuals, pa 75c. '26. Am. management assn.
Pettet, R. D.: Business letters for optometrists. \$1.50. Professional press.
Picken, J. H.: Business correspondence handbook. buck \$7.50. '26. Shaw, A. W.
—Business correspondence (In Manuals of business management, v. 7) 10v buck set \$24. '27. Shaw, A. W.
—Principles of selling by mail. \$6. '27. Shaw, A. W.
—Principles of selling by mail. \$3. McGraw.
Pitman, B. and Howard, J. B.: Business letters. 8v pa ea. 35c. Phonographic inst.
Pitman, I.: Commercial correspondence in shorthand. \$1. Pitman.
Pitman, Sir Isaac & Sons: Business letters in Isaac Pitman shorthand. nos. 1-5. 5v pa nos. 1, 3-5 ea. 35c; no. 2 30c. Pitman.
Pitman's dictionary of commercial correspondence in English, French, German, Spanish, Italian, Portuguese and Russian. new ed. enl. and rev. \$3.50. '17. Pitman.
Pitman's practical business letters in shorthand. 35c. Pitman.
Powell, J. A.: How to write business letters. \$1.50. '25 Univ. of Chicago press.
Powers, O. M.: Letter writing. Text 60c; exercise pad 25c letter blank bk. 15c. Metropolitan text.
Pratt, V. E.: Selling by mail. \$4. McGraw.

Price, I.: Questions and answers in business English. 60c. Also separate ea. 35c. '18. Hinds.

Raymond, C. H.: Modern business writing. \$2.40. '21. Century.
Reigner, C. G.: Advanced dictation and secretarial training. \$1.60. '20. Rowe, H. M.
—Classified dictation drills. \$1.20. '20. Rowe, H. M.
—Dictation course in business literature. \$1.40. '17. Rowe, H. M.
Rhode, H.: Praktisches handbuch der handelskorrespondenz in deutscher, französischer, englischer, italienischer und spanischer sprache. \$4.50 Stechert.
Ross, J. W.: Business correspondence. 60c. Southwestern Pub. Co.
—Business English. \$1. '23. Southwestern Pub. Co.

Saunders, A.: Effective business English as applied to business letters and reports. \$3. '25. Macmillan.
Saunders, A. and Creek, H. Le S., eds.: Literature of business. rev. ed. \$2.25. '23. Harper.
Saunders, A. G. and Anderson, C. R.: Business reports. \$3.50. McGraw.
Schulze, E. H.: Making letters pay. \$5. '23. Appleton.
Shaw, A. W. Company: Report on 72 master letters and what made them pay. pa subs. '24. The company.
Shuman, G. N.: Paragrapher and co-operator. \$10. '26. Bur. of Credits, Inc., Richmond, Va.
Smart, W. K.: How to write business letters. buck \$1.60. '23. Shaw, A. W.
Smith, C. J. and Mayne, D. D.: Modern business English. \$1.28. '24. Lyons & Carnahan.
Snyder, F. B. and Crane, R. S.: English of business. \$1.10. '21. Harcourt.
Sorelle, R. P.: Applied business correspondence. rev. ed. 80c. '24. Gregg.
Sorelle, R. P. and Gregg, J. R.: Secretarial dictation. 80c. '23. Gregg.
Steinberg, L. S. and McCombs, C.: Mechanics of the business letter. 75c. Herrick bk. & stationery co., 934 15th St., Denver, Colo.

Stephenson, J.: Principles and practice of commercial correspondence. \$2.25.
—Pitman commercial correspondence. \$2.25. Pitman.
Stoll, A.: Making the letter pay. rev. ed. 75c. '22. Regan pub.

Taintor, S. A.: Training for secretarial practice. 2d ed. \$2.50. '26. McGraw.
Thrift, T. B. and others: Business letters. rev. ed. \$1. '25. Business English pub. co., Jackson, Mich.
Tregoe, J. H. and Whyte, J.: Effective collection letters. \$4. '24. Prentice-Hall.

Uhler, J. E. and French, J. C.: English in business. \$2. '25. McGraw.

Warner, E.: Business letter writing. 11th ed. \$1.25. '24. Commercial text.
Watson, E. H. A.: Canadian standard business English 1926 ed. 60c. Commercial text.
Watson, H.: Applied business correspondence. buck \$5. '22. Shaw, A. W.
Webber, I. L. M.: Handbook of commercial English. \$1. '13. Palmer co.
Webster, E. H.: English for business as applied in commercial technical and other secondary schools. \$1.60; abr. ed. \$1.36. '15. Newson.
Weseen, M. H.: Everyday uses of English. \$2. '22. Crowell.
Whipple, T. H. R.: Principles of business writing. \$2. '24. Westinghouse technical night school press, East Pittsburgh, Pa.
Wolfe, A. J.: Terminology in international commerce. \$1.25. '27. Exporters encyclopedia corp., 20 Vesey St., N. Y.

Zerbe, J. L.: Elements of commercial English. \$1.40. '24. Am. Bk.

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Arnold, J. R.: Hides and skins. \$6. McGraw.

Baer, J. B. and Woodruff, G. P.: Commodity Exchanges. \$5. Harper.
Barnes, N. W. and Lyon, L. S.: Marketing the Stephens brake shoe. 35c. '22. Univ. of Chicago Press.
Barton, L. M.: Study of all American marketing. \$10. '27. 100,000 group of American cities, 19 S. La Salle St., Chicago.
—Study of 81 principal American markets. \$10. '25. 100,000 group of American Cities, 19 S. La Salle St., Chicago.
Bassett, W. R.: Operating aspects of industrial mergers. \$3. Harper.
Beckman, T. N.: Wholesaling. \$6. '26. Ronald.
Benton, A. H.: An introduction to the marketing of farm products. \$3. McGraw.
Berridge, W. A., Winslow, E. A. and Flinn, R. A.: Purchasing power of the consumer. \$2.50. McGraw.
Bolling, C. L.: Sales management. \$3. '27. Pitman.
Borsodi, R.: Distribution age. \$3. '27. Appleton.
Boyle, J. E.: Speculation and the Chicago Board of Trade. \$2. '20. Macmillan.
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Brown, E.: Marketing. \$3. '25. Harper.
Buckley, Homer J.: The science of marketing by mail. \$2. '24. Ronald.
Burr, Walter: Small towns. Macmillan.
Butler, R. C.: Constructive legal platform in marketing. pa 75c. '26. American Management Association.

Chase, Stuart: Tragedy of Waste. \$1.10. '25. Macmillan.
Chase, S. and Schlink, F. J.: Your money's worth. \$2. '27. Macmillan.
Cherington, P. T.: Elements of marketing. \$2.10. '20. Macmillan.
Clark, F. E.: Principles of marketing. \$3. '22. Macmillan.
—(Principles of marketing) ed. Readings in marketing. \$3.25. '24. Macmillan.

Collins, G. R.: Marketing. \$2. '30. Alex. Hamilton Institute.
Comish, L. H.: Cooperative marketing of agricultural products. \$3.50. Appleton.
Commonwealth club of California marketing. 12c. '18. The Club.
Converse, Paul D.: Marketing methods and policies. 2d rev. \$4. '24. Prentice-Hall.
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—Selling policies. \$4. '27. Prentice-Hall.
Copeland, M. T.: Organizing the marketing function. pa 75c. '25. Am. Management Assoc.
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—Principles of merchandising. \$5. McGraw.
Cox, A. B.: Marketing of cotton (in preparation). Heath.
Crick, W. F.: The economics of installment trading and hire purchase. Pitman.
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Dahl, J. O.: Selling public hospitality. Harper.
Douglas, A. W.: Merchandising. \$1.60. '18. Macmillan.
Duddy, E. A.: The cold storage industry. Univ. of Chicago Press.
Duncan, C. S.: Marketing. \$3.50. '21. Appleton.
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Elbourne, E. T.: Marketing problems. \$4. '26. Longmans.
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 Greene, J. H. and Hoffman, P. G.: Marketing used cars. \$3. '29. Harper.
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 Grover, A. E.: Cost of distribution. 75c. Nat. assn. of cost accountants.

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 Hansen, C. F.: Place of sales research in the marketing organization. pa 75c. '26. Am. management assn.
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 Harriman, N. F.: Principles of scientific purchasing. McGraw.
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 Hoffman, P. G. and Greene, J. H.: Marketing used cars. \$3. '29. Harper.
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 Hubbard, W. H.: Cotton and the cotton market. \$3.50. Appleton.
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Ivey, P. W.: Marketing and selling problems. pa 10c. '24. National assn. of stationers, office outfitters and manufacturers, 405 Conway bldg., 111 W. Washington st., Chicago.
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 —Hand-to-mouth buying. '29. Brookings Institution.

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 Tosdal, H. R.: Market planning. (In Manuals of business management, v. 4.) 10v buck set \$24. Shaw, A. W.
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Will, P.: Field sales organization of the Sterling range and furnace corporation. pa 75c. '25. Am. mgt. assn.
Willings, G. C.: Sales budget practices and principles. pa 75c. '25. Am. mgt. assn.
Wilson, P. E.: Outdoor sales force. \$1. '24. Pitman.
Wolf, M. J.: Field sales organization of the Bussmann manufacturing company. pa 75c. '25. Am. mgt. assn.
Wolf, M. J. and others: Organizing a campaign for a new product. pa \$1.50. '26. Am. mgt. assn.

BOOKS ON

ADVERTISING
BUSINESS AND COMMERCIAL ENGLISH
MARKETING
RETAILING, INCLUDING
CHAIN STORES
SALES MANAGEMENT
SALESMANSHIP

Supplement—November, 1931.

The following book titles are presented to supplement the bibliography on Advertising, Business and Commercial English, Marketing, Retailing (including Chain Stores), Salesmanship, and Sales Management, which was published by the N.A.T.M.A. in the Fall of 1930. These sheets include all the new books which have been brought to the attention of the compilers and all those which were overlooked in the compilation of the first list.

It was anticipated when the bibliography was presented that there would be additions and corrections. Therefore, space was left to provide for additional titles under each classification and under each letter of the alphabet. The methodical person will probably clip these sheets and paste them in their appropriate places. Others may prefer to keep these sheets together with the original publication.

Now that the N.A.T.M.A. has embarked upon this service to its members, it will probably be continued and a new list of titles will be published at least every second year with a supplementary sheet in the alternate years.

Hugh E. Agnew, Florence H. M. Anderson—Eds.

ADVERTISING

- Advertising department type book. \$1. '30. New York Times.
- Agnew, Hugh E.: Advertising media—how to weigh and measure. \$3.75 (?). To be published in Jan., 1932. Van Nostrand.
- American type founders specimen book of type styles. '12. American Type Founders Company.
- Arnold, Arthur C., and Powers, R. H.: Advertising type combinations. '31. Dragon Press.
- Arnold, Frank A.: Broadcast advertising. \$3. '31. Wiley.
- Ashley, W. B.: Church advertising—its why and how. '17. Lippincott.
- Aspley, J. C.: Direct advertising guide. '30. Dartnell.
- Mailing list handbook and direct advertising guide. \$2.50. '31. Dartnell.
- Ayer, firm, newspaper advertising agents: In behalf of advertising. \$2.50. '29. For sale by Brentano's Bookstore, N. Y.
- Bastien, A., and Freshwater, C. J.: Dictionary of advertising. \$12.50. '30. Pitman.
- Blackman Co.: Application of imagination to industrial advertising. The Co., 120 W. 42nd St., N. Y. C.
- Introducing New England to the national advertiser. The Co.
- Teamwork—making advertising sell: making selling advertise. The Co.

- The high cost of rush in advertising. The Co.
- What basis for the advertising appropriation? The Co.
- Bradshaw, P. V.: Art in advertising. '27. Press Art School.
- Broadcast advertising. '30. National Broadcasting Co., N. Y.
- Bunting, H. S.: Specialty advertising. '15. Novelty News Co., Chicago.
- Carter, Sidney: Copywriter's manual. '30. Merchants Service Bur., St. Louis.
- Casey, R. D., and Quiett, G. C.: Principles of publicity. '26. Appleton.
- Chalmers, H., and Wakefield, R. P.: Shipment of samples and advertising matter abroad. '29. Govt. Ptg. Office, Washington, D. C.
- Chapman, Clowry: How advertisements defeat their own ends. '31. Prentice-Hall.
- Trade-marks. \$4. '30. Harper.
- Chasnoff, J. E.: Selling newspaper space; how to develop local advertising. \$1.50. '13. Ronald.
- Chesman, Nelson, and Co.: Advertiser's rate book. \$2.50. '30. The Co., 130 W. 42nd St., N. Y. C.
- Chord, J. T.: Window display manual. '31. Display Pub. Co.
- Clifford, W. G.: Building your business by mail. '14. Bus. Res. Pub. Co.
- Confessions of a copywriter. \$2.50. '30. Dartnell.
- Cowan, D. R. G.: Measurement of advertising effect. \$1. '30. Advertising Fed. of Amer.
- Cowan, Stuart: Driving forces in the sales plan. '31. Taylor Society, 29 W. 39th St., N. Y. C.
- Cowan, Stuart, and Dengler, H. W.: The fee system. '31. Cowan and Dengler, 25 W. 45th St., N. Y. C.
- Crawford, R. P.: The magazine article. '31. McGraw.
- Critchfield digest of advertising and merchandising information. \$2. '31. Critchfield Co., Chicago.
- Darwin, B. R.: Dickens advertiser. \$2.50. '30. Macmillan.
- Dell, J.: Layouts for advertising. \$3. '30. Pitman.
- Dickinson, H. W.: Crying our wares. '29. John Day Co.
- Dunlap, O. E.: Radio in advertising. \$5. '31. Harper.
- Durstine, R. S.: This advertising business. '28. Scribner.
- Eldridge, F. R.: Advertising and selling abroad. \$3.50. '30. Harper.
- Elfreh, W. H.: Patents, copyrights and trade-marks. '13. Baker, Voorhis & Co., N. Y. C.
- Felix, E. A.: Using radio in sales promotion. '27. McGraw.
- Franken, R. B., and Hotchkiss, G. B.: The leadership of advertised brands. \$2. '23. Doubleday.
- Freed, Sam: Co-operative advertising by retail service grocers. '25. Univ. of Colorado.
- French, George: Management of general campaigns. '28. Int. Textbook Co.
- Freshwater, C. J., and Bastien, Alfred: Dictionary of advertising and printing. \$12.50. '30. Pitman.
- Gaunt, W., and Mercer, F. A.: Posters and publicity, fine printing and design. '29. W. E. Rudge.
- Goode, K. M., and Rheinstrom, C.: More profits from advertising. \$3.50. '31. Harper.
- Greer, Charles: Advertising and its mechanical production. \$5. '31. Crowell.
- Gress, E. G.: Art and practice of typography. \$15. '31. Harper.
- Grosbeck, H. L.: Practical photo-engraving. '30. Harper.
- Groucho: What Groucho says. \$3. '30. Harper.

- Gundlach, E. T.: Facts and fetishes in advertising. \$5. '31. Consolidated Book Pub. Co., 537 So. Dearborn St., Chicago.
- Haase, Albert E.: Advertising appropriation. \$3.50. '31. Harper.
- Hall, S. R.: Mail order and direct mail selling. '28. McGraw.
- Harrington, Barton: The essentials of poster design. '25. Poster Advertising Assoc., Inc.
- Harvard advertising awards—1929. \$2.50. '30. McGraw.
- Heir, Martin: Twentieth century encyclopedia of printing. \$10. '30. Graphic Arts Pub. Co., Chicago.
- Herrold, L. D.: Advertising real estate. \$4. '31. McGraw.
- Hess, H. W.: Advertising—its economics, philosophy and technique. \$5. '31. Lippincott.
- Hollingworth, H. L., and others: Advertising—its principles and practices. '19. Ronald.
- Hollister, Paul: American alphabets. \$5. Harper.
- Hotchkiss, G. B., ed.: The treatise of commerce by John Wheeler. (Middelburg Edition). \$6. de luxe \$10. '31. New York Univ. Press.
- Hoyle, John T.: Direct advertising, house publications, mail order advertising, mail order advertising and street car advertising, management of an advertising department. '29. Int. Textbook Co.
- Hungerford, Herbert: How publishers win. '31. Ransdell, Inc., Washington, D. C.
- Jones, S. R.: Posters and their designers. '24. The Studio Ltd., London.
- Kastor, E. H.: Advertising. '18. LaSalle Ext. Univ.
- Kitson, H. D.: Manual for the study of the psychology of advertising and selling. '20. Lippincott.
- Leahy, W. H.: Window display for profit. \$5. Harper.
- Lemos, P. J.: Artist's scrap book. \$7.50. School Arts Mag., Worcester, Mass.
- Modern art posters. \$3. '30. School Arts Mag., Worcester, Mass.
- Modern commercial art and lettering. \$3. '30. School Arts Mag., Worcester, Mass.
- Lewis, B. J.: How to make type talk. '14. Stetson Press.
- Lockley, L. C.: Vertical co-operative advertising. \$3. '31. McGraw.
- Long, John D., and Farwell, J. E.: Fundamentals of financial advertising. '28. Harper.
- Longnecker, J. W.: Selling insurance by co-operative advertising. '29. Crofts.
- Longnecker, J. W., and Spaulding, A. W.: Advertising property insurance. '27. Rough Notes Co., Indianapolis.
- MacGregor, T. D.: MacGregor's book on bank advertising. '28. Banker's Pub. Co., 71 Murray St., N. Y. C.
- McMurtie, D. C.: Modern typography and layout. \$7.50. '30. Eyncourt Press, Chicago.
- McNaughton, Flint: Increasing direct advertising returns. '23. Pub. by the author, Chicago.
- Mediums—advertising employment. '28. Intl. Textbook Co.
- Metropolitan Life Insurance Co.: Use of research in advertising. The Co., N. Y. C.
- Public utilities advertising. The Co., N. Y. C.
- Meynell, Frances: Typography of newspaper advertisements. '29. F. A. Stokes Co.
- Mitchell, G., and Donovan, H. M.: Advertising response. '24. Lippincott.
- Modern publicity. \$4.50. '30. W. E. Rudge, N. Y. C.
- Naether, Carl A.: Advertising to women. '28. Prentice-Hall.
- Nixon, H. K.: Psychology for the writer. '28. Harper.
- Olsen, K. E.: Typography and mechanics of the newspaper. \$5. '30. Appleton.
- Opdyke, John B.: Advertising and selling practice. '18. Shaw.
- Outdoor advertising—the modern marketing force. '28. Outdoor Advertising Association of America, Chicago.
- Page, W. K.: The preparation and care of mailing lists. '14. Addressograph Co.
- Parish, C.: Advertising real estate. \$6. '30. Prentice-Hall.
- Praigg, N. T.: Advertising year book for 1922. '22. Doubleday.
- Quiett, G. C., and Casey, R. D.: Principles of publicity. '26. Appleton.
- Reilly, W. J.: Effects of the advertising agency commission system. '31. Pub. by the author, 230 Park Ave., N. Y. C.
- Rheinstrom, Carroll: Psyching the advertisements. '29. Covici-Friede.
- Rice, S. O.: Advertising investment securities. \$5. '28. Prentice-Hall.
- Rogers, E. S.: Good-will, trade-marks and unfair trading. '14. Shaw.
- Rogers, L. A.: The art of decorating show windows and displaying merchandise. '24. Merchants Record Co.
- Russell, G.: Advertising writing. '27. Ernest Benn Ltd., Fleet St., London.
- Russell, L.: Commercial advertising. '19. Putnam.
- Sampson, Henry: History of advertising. 1874. Chatto and Windus, London.
- Scott, Walter Dill: Psychology of advertising. rev. '31. Dodd.
- Scott, William R.: Scientific circulation management. '15. Ronald.
- Sherbow, B.: Effective type use for advertising. \$2. '22. B. Sherbow, 50 Union Sq., N. Y. C.
- Siegfried, L. B.: Typographic design in advertising. \$4. '30. McGraw.
- Sinel, J.: A book of American trade-marks and devices. '24. Knopf.
- Slomanson, A. J.: Selling and buying advertising space. '28. Lloyd Pub. Co., 175 Fifth Ave., N. Y. C.
- Starch, Daniel: An analysis of 5,000,000 inquiries. \$35. '30. Daniel Starch Associates, 420 Lexington Ave., N. Y. C.
- Stark, S. E.: How schools use advertising material. \$10. '30. Assoc. Nat'l Adv.
- Surrey, Richard: Copy technique in advertising. \$4. '30. McGraw.
- Survey of magazine reading habits in 25 cities. '26. Bur. Bus. Res., New York Univ.
- Tinkham, J. R.: Debunkment of advertising and prosperity. \$2. '30. Prosper Books Co., 60 W. 10th St., N. Y. C.
- Tipper, H., and French, G.: Advertising campaigns. '23. Ronald.
- Vaughan, F. L.: Marketing and advertising. '28. Princeton Univ. Press.
- Who's who in advertising—1931. \$6. '31. Harper.
- Wilhelm, Donald: Writing for profit. \$3. '30. McGraw.
- Wilson, Stanley K.: Winning and holding—in advertising and selling. \$2.50. '30. Devin-Adair Co., N. Y.

- Window Display Advertising Association: Talks on window display. '24. The Assoc.
- Woolf, J. D.: Breaking into advertising. '26. Chicago Central College of Commerce.
- Young, F. H.: Advertising layout. \$5. '28. Covici-Friede, N. Y.
- Modern advertising art. \$7.50. '30. Covici-Friede, N. Y.

BUSINESS AND COMMERCIAL CORRESPONDENCE

- Babenroth, A. C., and McNamara, E. J.: English in modern business. \$2. '30. Prentice-Hall.
- Buck, C. E.: Problems in business letter-writing. \$2.50. '30. Educ. Service Bur., 100 Boylston St., Boston.
- Bucknell, G. K.: Letter writing. 30c. '30. Pitman.
- Burd, H. B., and Miller, C. J.: Business letters—their preparation and use. \$4. '31. McGraw.
- Clapp, J. M., and Nugent, H. H.: How to write. \$5. '30. Ronald.
- Collier, Robert: Robert Collier letter book. '31. McGraw.
- Dobbs, J. F.: Proof reading and style for composition. '28. Dobbs.
- Edward, W. G., and Ferguson, W. S.: Business correspondence. \$1.50. '30. Ryerson Press, Toronto, Can.
- Hotchkiss, G. B.: Business correspondence. '10. DeBower-Elliott Co., Chicago.
- Business English. '16. Bus. Training Corp., N. Y. C.
- Hotchkiss, G. B., and Kilduff, E. J.: Advanced business correspondence. \$2.75. '21. Harper.
- Handbook of business English. '20. Harper.
- Kilduff, E. J.: Stenographer's manual. \$1.10. '21. Harper.
- MacClintock, P. L.: Essentials of business English. '14. LaSalle Ext. Univ.
- McPherson, C.: Letters that sell and why. \$3.75. '30. Dartnell.
- Making letters talk business. '24. American Rolling Mill Co.
- Manual of style with specimens of type. '27. Univ. of Chicago Press.
- Parish, A., and MacBride, B.: Advertising. '27. Alex. Hamilton Inst.
- Picken, J. H.: Credit and collection correspondence. '29. McGraw.
- Reigner, C. G.: Writing letters. \$1.30. '30. H. M. Rowe, 66 W. Broadway, N. Y. C.
- Stauffer, S. R.: Correspondence supervision for business firms. \$5. '31. The author, 1378 Nicollet Ave., Minneapolis, Minn.
- Taintor, S. A.: The secretary's handbook. \$3.50. '30. Macmillan.
- Wenlock, R.: Business English for foreign students. '30. Macmillan.

MARKETING

- American Warehousemen's Association: Warehousing general merchandise—an encyclopedia. \$20. '31. The Assoc., Chicago.
- Bader, Louis: World developments in the cotton industry. \$3. '25. New York Univ. Press.
- Beckman, T. A., Maynard, H. H., and Weidler, W. C.: Principles of marketing. \$4.50. '27. Ronald.

- Breyer, R. F.: Commodity marketing—the marketing of a number of selected non-agricultural products and public utility services. \$4. '31. McGraw.
- Carpenter, Charles E.: Dollars and sense. \$2. '28. Doubleday.
- Carr, L. F.: America challenged. '29. Macmillan.
- Castenholz, W. B.: Control of distribution costs and sales. \$3.50. '30. Harper.
- Catchings, W., and Foster, W. T.: Business without a buyer. '27. Houghton Mifflin.
- Clark, Evans: Financing the consumer. '31. Harper.
- Clark, F. E.: Readings in marketing. '24. Macmillan.
- Cooper, C. S.: Foreign trade—markets and methods. '22. Appleton.
- Copeland, Melvin T.: Problems in marketing. \$5. '31. rev. McGraw.
- Crain, S. D.: The market data book. '31. Class and Industrial Marketing, Chicago.
- Davis, J. S.: Farm export debenture plan. \$3. '29. Food Res. Inst., Stanford Univ., California.
- Elder, R. F.: What is industrial marketing. 75c. '30. American Mgt. Assoc.
- Emery, W.: Industrial marketing research. 75c. '30. American Mgt. Assoc.
- Filene, E. A.: Model stock plan. '30. McGraw.
- Gaskill, Nelson B.: Price control in the public interest. '31. Sales Management, 420 Lexington Ave., N. Y. C.
- Hamlin, S.: The menace of overproduction. \$2.75. '30. Wiley.
- Hanna, J.: Law of co-operative marketing associations. \$7. '31. Ronald.
- Harap, Henry: Education of the consumer. '24. Macmillan.
- Harvard business reports VIII. \$7.50. '30. McGraw.
- Hotchkiss, G. B., ed.: Treatise of commerce by John Wheeler. (Middelburg Edition). \$6. deluxe \$10. '31. New York Univ. Press.
- Huebner, Grover G., and Kramer, Roland L.: Foreign trade \$5. '30. Appleton.
- Killough, H. B., and L. W.: Raw materials of industrialism. '29. Crowell.
- Little, A. D.: Handwriting on the wall. '28. Little, Brown, Boston.
- McGarry, E. D.: Mortality in retail trade. \$1.25. '30. Univ. of Buffalo.
- McGill, H. N.: Commodity prices and their analysis. '30. Harper.
- McKay, A. W., and Lane, C. H.: Practical co-operative marketing. '28. Wiley.
- Market data handbook of U. S. '29. U. S. Bur. of Foreign and Domestic Commerce.
- Market research agencies. '28. U. S. Bur. of Foreign and Domestic Commerce.
- Maze, C. L., and Glover, J. G.: How to analyze costs. '29. Ronald.
- Mazur, P. M.: American prosperity. '28. Viking.
- Mehren, E. J.: What's around the corner in industrial marketing. 75c. '30. American Mgt. Assoc.
- Mergers in industry. '29. National Industrial Conference Board.
- Monroe, D., and Stratton, L. M.: Food buying and our markets. \$2.75. '25. Barrows, Boston.

- Murchison, C. T.: Resale price maintenance. '19. Columbia University.
- Pyle, J. F.: Marketing principles. \$4. '31. McGraw.
- Redmayne, Paul, and Weeks, Hugh: Market research. \$1.92. '31. Butterworth & Co., Ltd., London.
- Reed, V. D.: Building the marketing plan. '29. Ronald.
- Reilly, W. J.: Market research. \$5. '29. Ronald.
- Shaw, A. W.: Some problems in market distribution. '15. Cambridge Univ. Press.
- Skilbeck, D.: Marketing of farm produce. '31. Oxford.
- Smith, E. S.: Reducing seasonal employment. '31. McGraw.
- Snider, G. E.: Selling in foreign markets. '19. Govt. Printing Office.
- Sprague, J. R.: The middleman. '29. William Morrow and Co., N. Y.
- Starch, Daniel: Buying power of the American market. '31. Pub. by the author, 420 Lexington Ave., N. Y. C.
- Steen, Herman: Co-operative marketing. '23. Doubleday.
- Thompson, J. Walter and Co.: Population and its distribution—5th ed. \$10. '31. Harper.
- Wagemann, Ernest: Economic rhythm. '30. McGraw.
- Warehousing general merchandise—an encyclopedia. \$20. '31. American Warehousemen's Association. Chicago.
- White, Percival: Marketing research technique. \$4. '31. Harper.
- White, Percival, and Hayward, W. S.: Marketing practice. '26. Doubleday.
- White, W. L.: Co-operative retail buying associations. \$3. '30. McGraw.

RETAILING and CHAIN STORES

- Bloomfield, Daniel: Trends in retail distribution. \$2.50. '30. H. W. Wilson Co., N. Y.
- Bolling, Cunliffe, L.: Retail salesmanship. \$2.25. '30. Pitman.
- Boston Conference on Retail Distribution. \$3. '30. Retail Trade Board of the Boston Chamber of Commerce.
- Brisco, N. A.: Store management. \$2. '30. Prentice-Hall.
- Buyer's manual. \$3. '31. Natl. Retail Dry Goods Assoc.
- Comstock, L. M.: Modern retail methods, records and accounting. \$7.50. '25. U. S. Corp. Co.
- Copeland, M. T.: Principles of merchandising. '24. Shaw.
- Darby, W. D.: Story of the chain store. '28. Textile Pub. Co., N. Y.
- Davidson, Craig: Voluntary chain stores. \$5. '30. Harper.
- Deland, T., and Raisbeck, E. A.: Retail executive. \$3. '30. Harper.
- Farrington, Frank: Retail advertising complete. '27. Byxbee Pub. Co., 208 La Salle St., Chicago.
- Store management complete. '11. Byxbee Pub. Co., 208 La Salle St., Chicago.
- Filene, E. A.: The model stock plan. \$2.50. '30. McGraw.
- Fredericks, G. A.: Selling services with the goods. '21. J. K. McCann Co., 285 Madison Ave., N. Y.
- Frey, A. W., and Nystrom, P. H.: Merchandise control. '27. Alex. Hamilton Inst.
- Greer, H. C.: Chain store accounting. '24. McGraw.
- Hotchkin, W. R.: Modern merchandising. '25. Doubleday.

- Leigh, R.: Elements of retailing. '23. Appleton.
- Lestico Pub. Co.: Chain store management. (4 vol.) \$32.50. The Co.
- Chain meat market management. (4 vol.) \$32.50. The Co.
- Chain fruit and vegetable management. (4 vol.) \$32.50. The Co.
- Executive chain store management. (4 vol.) \$80.00. The Co.
- McGarry, E. D.: Mortality in retail trade. \$1.25. '30. Univ. of Buffalo.
- McNair, M. P., and Gragg, C. I.: Problems in retail store management. \$6. '31. McGraw.
- Namm, B. H.: Advertising the retail store. '24. U. P. C. Book Co., 239 W. 39th St., N. Y. C.
- Pelz, V. H.: The voluntary chains. '30. American Inst. of Food Distribution.
- Penney, J. C.: The man with a thousand partners. '31. Harper.
- Ramsay, R. A.: Constructive merchandising. '25. Appleton.
- Reilly, W. J.: Methods for the study of retail relationships. \$1. '29. Univ. of Texas.
- Law of retail gravitation. '31. Pub. by the author, 230 Park Ave., N. Y. C.
- Schmalz, Carl N.: Operating results of department and specialty stores in 1929. (Bull. No. 3.) \$5. '30. Bur. of Research, Harvard Univ.
- Silbert, M. S.: Principles of organization applied to modern retailing. '27. Harper.
- Sinsheimer, Allen: Retail advertising of men's and boys' wear. \$3.50. '28. Harper.
- Thompson, J. Walter and Co.: Retail shopping areas. '27. Harper.
- Tobias, M. E.: Profitable retail advertising. \$4. '30. Harper.
- Wess, H. B.: Profit principles of retailing. \$2.50. '31. McGraw.
- Whitehead, H.: How to run a store. '21. Crowell.
- Wingate, J. W.: Manual of retail terms. \$5. '31. Prentice-Hall.
- Zimmerman, M. M.: Challenge of chain store distribution. '31. Harper.

SALESMANSHIP

- Aspley, J. C.: Managing a sales territory. \$1.10. '30. Dartnell.
- Dartnell. Tips from a thousand salesmen. \$3.75. '30. Dartnell.
- Barrett, H. J.: How to sell more goods. '18. Harper.
- Bartlett, J. T., and Reed, C. M.: Credit department salesmanship. \$3.50. '30. Musson.
- Bolling, C. L.: Retail salesmanship. \$2.25. '30. Pitman.
- Braasch, W. K.: Nine steps in making a sale. \$3.50. Bundy Quill and Press, 1228 S. Flower St., Los Angeles, California.
- Carter, W. G.: Sales counter craft. \$2.25. '31. Pitman.
- Crowlesmith, J.: Some essentials of good salesmanship. '29. Aldine.
- Dalton, Edward F.: Selling yourself. \$2. '30. Ripton Co., 118 E. 28th St., N. Y. C.

- Emley, A. M.: New sales methods. \$1. '30. W. H. Andre, 604 Kittredge Bldg., Denver, Colorado.
- Fernald, C. H.: Modern selling. \$1.60. '30. Prentice-Hall.
- Ferris, E. E.: The industrial gas salesman. '29. American Gas Assoc.
- Freer, C. C.: Secrets of mail order selling. '24. Library Press Ltd., London.
- Giles, R.: Breaking through competition. '26. Appleton.
- Houghton, H. W.: Salesmanship and advertising. '30. Gregg.
- Kelly, F. C. L.: Human nature in business. '20. Putnam.
- Knights, C. C.: Successful salesmanship. '30. Foulsham.
- Laird, Donald A.: Psychology of selecting men. \$4. '27. McGraw.
- Low, Charles L.: Sensible salesmanship. \$3.85. '30. Putnam.
- Mears, C. W.: Salesmanship for the new era. \$3. '29. Harper.
- Montgomery, L. L.: What a master salesman should know. \$2.50. '30. Forbes.
- Needham, F. W.: Salesmanship made easy. \$1. '30. The author, 375 Ferry St., New Haven, Conn.
- Nixon, H. K.: Principles of selling. \$2.50. '31. McGraw.
- Osborne, D. R.: Self-management in selling. \$3.50. '31. Harper.
- Picken, J. H.: Principles of selling by mail. '27. Shaw.
- Pratt, V. E.: Selling by mail. \$4. '24. McGraw.
- Seligman, E. R. A.: Economics of installment selling. \$8. '27. Harper.
- Williams, B. J.: Practical salesmanship. \$3.75. '30. Dartnell.
- Worsham, James: Low pressure selling. \$2.50. '30. Midwest Press, Bloomington, Ind.

SALES MANAGEMENT

- Aspley, J. C.: Intensive sales management. \$3.75. '30. Dartnell.
- Managing a sales territory. \$1.10. '30. Dartnell.
- Dartnell Corporation: How sales executives are rearranging their work to increase their field activities. \$2.50. '31. The Corp., Chicago.
- Larned, W. L.: A sales manager's field letters to his men. '26. Harper.
- Miller, M. D.: Bank sales management. '29. Ronald.
- Ramsay, R. E.: Constructive merchandising. '25. Appleton.
- Shibley, F. W.: New way to net profits. \$3. '28. Harper.
- Tosdal, H. R.: Problems in sales management. \$6. '31. McGraw.
- White, Percival: Forecasting, planning and budgeting in business management. '26. McGraw.

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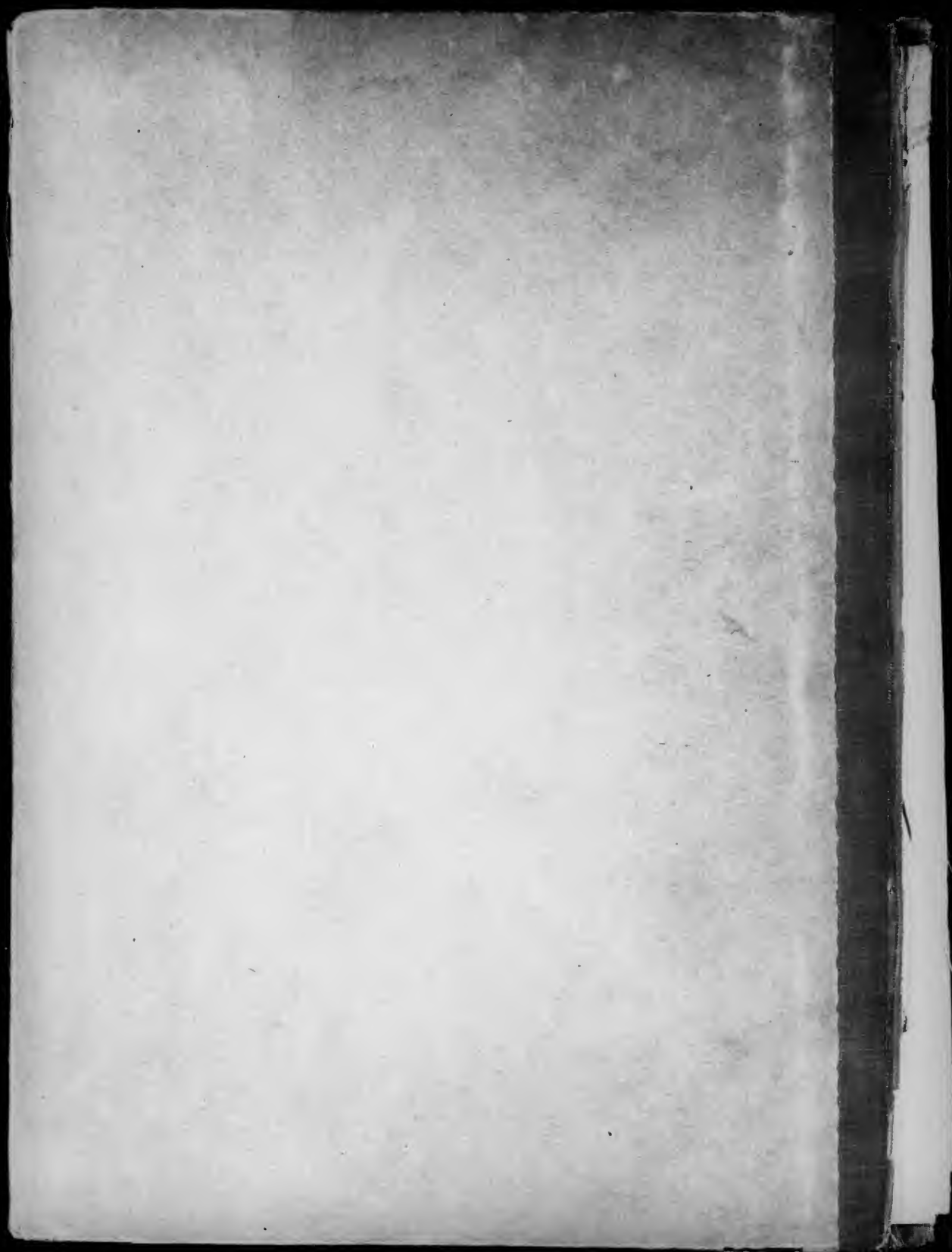
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